



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: October 7, 2015

FR: Executive Director

W.I. 1413

RE: Contract Amendment – Alta Planning + Design: Bay Bus Outreach (\$100,000)

Staff seeks the Committee's approval of a contract amendment with Alta Planning + Design, MTC's Spare the Air Youth contractor, to develop and deliver outreach for the Bay Bus project in an amount not to exceed \$100,000. The implementing agency, Aquarium of the Bay, is currently under contract with Alta Planning + Design to implement an educational program. The recommended funds are Cycle 1 Congestion Mitigation and Air Quality (CMAQ) funds programmed in the agency budget for this purpose.

Background

Educational field trips are in decline across the nation, despite the many benefits they provide. For disadvantaged youth, trips to local nature centers, museums, zoos and aquariums are less likely to occur if not provided by their schools. Transportation is broadly recognized as one of the top factors limiting school field trips. Even in school districts that own and operate their own buses, securing a school bus is a challenge as those buses have restricted hours and travel. Public transportation, which is a good choice in some instances, is also a challenge for schools and education centers as many field trip locations are not located near a transit stop or station. Due to this and other difficulties, more than half of schools in the United States eliminated at least some planned field trips in 2010-2011, according to the American Association of School Administrators (Green, Kisida, & Bowen, 2014).

Created by the Aquarium of the Bay, the Bay Bus project attempts to bridge this gap by providing Bay Area students with field trip transportation via a bus reservation system. With Bay Bus, teachers will be able to reserve dormant buses with professional-level drivers for field trips, eliminating the need for teachers to coordinate transport with parents or guardians. And, because Bay Bus reduces both vehicle miles traveled and greenhouse gas emissions, it has been adopted as an official Legacy Project by the San Francisco Bay Area Super Bowl Host Committee as part of its "Net Positive" sustainability commitments.

Bay Bus Outreach Proposal

The Aquarium of the Bay has developed a community outreach strategy to support Bay Bus' goal of providing 50 field trips during winter 2016. They will conduct an extensive community engagement campaign, which will include public relations efforts as well as creation of community outreach materials and collateral. They will also pilot with 8-10 environmental education organizations that will serve as field trip locations; develop relationships with local transportation businesses to investigate driver requirements and certifications as well as availability and cost of busses during off hours; and develop relationships with the Bay Area

funding community to build the long-term funding for the program. The requested funds would support the development of an outreach implementation plan, produce educational and promotional materials and provide staffing.

The Bay Bus program will be included as one of the Spare the Air School and Youth Outreach suite of programs, which MTC contracted to Alta Planning + Design in 2011 after a competitive procurement. The Aquarium of the Bay is one of Alta Planning + Design's subcontractors, and they will implement the Bay Bus as part of the Climate Initiatives Program, which includes Spare the Air Youth. The proposed CMAQ funds are currently obligated to MTC for the purpose of Climate Initiatives Program outreach, so no programming revisions are necessary. Neither Alta Planning + Design nor its subcontractors are a small business or a disadvantaged business enterprise.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to amend the Alta Planning + Design contract to develop and deliver outreach for the Bay Bus project in an amount not to exceed \$100,000.



Steve Heminger

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REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract Amendment

Work Item No.:	1413
Consultant:	Alta Planning + Design Berkeley, CA
Work Project Title:	Bay Bus Program
Purpose of Project:	Develop and implement outreach for a field trip transportation system for Bay Area schools.
Brief Scope of Work:	Develop and implement outreach elements for a field trip transportation system for Bay Area schools, including an outreach campaign, collateral and staffing.
Project Cost Not to Exceed:	\$100,000 this amendment Previously approved agreement = \$2,950,000 Total approved contract amount based on this action = \$3,050,000
Funding Source:	CMAQ Funds
Fiscal Impact:	Funds programmed in the FY 2015-16 Agency Budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Alta Planning + Design in an amount not to exceed \$100,000 to provide outreach for the Bay Bus program, as described above and in the Executive Director's October 7, 2015 memorandum, and the Chief Financial Officer is authorized to set aside \$100,000 for such amendment.
Administration Committee:	<hr/> Adrienne J. Tissier, Chair
Approved:	Date: October 14, 2015